



Legally Speaking

INSIDE THIS ISSUE:

<i>New Ohio Bar Members</i>	2
<i>Additions to Collection</i>	2
<i>Cancellations</i>	3



Welcome to Our Newest Members!

Vernon Infantino
Rajko Radonjich
Heather Smith

Have you applied for membership?

Complete a membership application at the law library, or call us. We'll FAX or email you one.

The first year of membership is free!

PR Ideas for Solo and Small Firms

"Branding campaigns. Fancy logos. Elaborate PR events. Law firms are marketing their services as never before and often sparing no expense... though these strut-your-stuff maneuvers are now commonplace, at least among big firms, the paradigm shift has left some solo practitioners and lawyers at small firms wondering how to compete in the high-cost world of marketing." ¹

Consultant John Remsen of The Remsen Group, a Fort Lauderdale-based legal marketing business with a national clientele and bankruptcy attorney Shayna M. Steinfeld of Steinfeld & Steinfeld, who frequently lectures on the subject of marketing offer the following advice.

"Marketing is more about one-on-one relationships than glitzy ad campaigns," ² begins Remsen.

Steinfeld, who recently got a new client thanks to a referral from her former wallpaper installer adds that "Referral possibilities are everywhere... everyone you meet

should know who you are and what you do." ³

To increase your visibility, Steinfeld suggests creating a short, approximately 20 second, infomercial about yourself. She recommends practicing the presentation so that you are always ready to use it as a self-introduction, because a potential client or marketing opportunity could present itself at any time. ⁴

While you should habitually be prepared to approach potential clients, do not neglect your current clients. According to legal marketing consultant John Remsen, they will probably produce 80 to 85 percent of your future business. To cultivate this resource, keep in contact with current clients to find out what they need, and then provide them with those services. ⁵

For more great ideas, read "There's More to Marketing Than Money" at: <http://www.law.com/jsp/newswire_article.jsp?id=1046833606988>. Free registration at Law.com is required.

Free Public Records Access

Through the library's Westlaw subscription you can access public record information which includes "People Finder," bankruptcy records, and lawsuit records: including jury verdicts, asset locator, UCC filings,

and business and corporation filings.

Currently, this information can only be accessed from one library terminal, so please see a staff member if you need assistance.



New Members of the Ohio Bar



The oath of office was administered to the following Stark County candidates during a special public session of the Supreme Court on May 9, 2003, at 10:30 A.M.

Mara C. Aman
Gracie B. Coey
Vernon M. Infantino
Kevin L. McCue
Kelly S. Murray
Vayia Papanicolaou

New Additions to the Collection

Books:

Asbestos Litigation and Judicial Leadership: The Courts' Duty to Help Solve the Asbestos Litigation Crisis, by Griffin Bell. KF1297 .A73 B45 2002

Bilateral Transfer Tax Treaties, by The Bureau of National Affairs. KF6572 .T35 V.851

Federal Rules of Evidence in a Nutshell, 6th ed., by Michael H. Graham. KF8935 .Z9 G7 2003

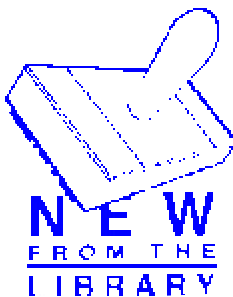
Land Use Planning and Development Regulation Law, 6th ed., by Julian Conrad Jurgensmeyer and Thomas E. Roberts, KF5692 .J84 2003

Law of Tax-Exempt Organizations, 8th ed., by Bruce R. Hopkins. KF6449 .H6 2003

Revocable Inter Vivos Trusts, by The Bureau of National Affairs. KF6572 .T35 V.860

State Constitutional Laws in a Nutshell, 2nd ed., KF4550 .Z95 M28 2003

Tax Management Estates Gifts and Trusts Portfolios: Valuation: General and Real Estate, by The Bureau of National Affairs. KF6572 .T35 V.830/2



Ohio CLEs:

11th Annual Bradley J. Schaeffer Real Property Institute: Zoning and Land Use from a Litigation Perspective, KFO CLE/03-06

About to Change, KFO CLE/03-93

Basic Tax Conference 2003, KFO CLE/03-01

Basics of Employment Law 2003, KFO CLE/03-03

Basics of Estate Administration, KFO CLE/03-05

Calculating Damages in Child Sexual Abuse Cases, KFO CLE/03-92

Debt Collection 2003, KFO CLE/03-09

Discovery Techniques, KFO CLE/03-04

Improving Financial Outcomes: Enhance Your Financial Discovery Techniques, KFO CLE/03-04

Law Office Management and the Technology That Can Help, KFO CLE/03-07

Ohio Elder Law, KFO CLE/03-13

SB 123: Most of What You Know About Traffic Law is About to Change, KFO CLE/03-93

SB 281 and SB 120: Medical Malpractice and Apportioned Liability Update, KFO CLE/03-02

Uniform Principal and Income Act, KFO CLE/03-08

Zoning and Land Use from a Litigation Perspective, KFO CLE/03-06

Footnotes

¹⁻⁵ Dooley, Laurel-Ann. "There's More to Marketing Than Money." *Law.com* 21 April 2003. ALM Properties, Inc. 14 May 2003. <http://www.law.com/jsp/newswire_article.jsp?id=1046833606988>



The law library is experiencing a significant decrease in revenue, and the library's board has approved the cancellation of the following titles because of budgetary concerns. If you have any comments about the cancellation of any of the titles below, please contact Kendel Croston at (330) 451-7380.

2003 Intellectual Property Law Update	How to Prepare Witnesses for Trial	Criminal Lawyer
AALL Reference Book	IL&M Issues in Law & Medicine	Psychological Experts in Divorce Actions
Acquisitions and Mergers: Negotiated and Contested Transactions	Jurywork	Psychological Experts in Personal Injury Actions
Advocacy: Art of Pleading a Cause	Labor Law Journal	Representing the Elderly in Florida
Affirmative Action Compliance Manual for Federal Contractors	Law of Electronic Funds Transfer	Reversible Errors
Alaska Advance Legislative Service	Law of Electronic Surveillance	Right to Know Planning Guide: Chemical Hazard Communication and Planning Guide
Alternative Dispute Resolution in the Employment Context	Law of Law Firms	Rights of Juveniles: The Juvenile Justice System
American Journal of Law & Medicine (microfiche & print)	Law of Tax-Exempt Organizations	Sanctions: The Federal Law of Litigation Abuse
BNA/ACCA Compliance Manual: Prevention of Corporate Liability	Law of the Internet	Sinclair on Federal Civil Practice
Checklists for Corporate Counsel	Lawyers Desk Book	State Limited Partnership Laws: Practice Annotations, Statutes, Forms
Consolidated Tax Return: Principles, Practice and Planning	Liability of Attorneys and Accountants for Securities Transactions	Structuring Estate Freezes
Consumer Product Safety Guide	Lindey on Entertainment, Publishing and the Arts	Tax Aspects of Divorce
Corporate Counsel's Guide to Strategic Alliances	Litigation and Prevention of Insurer Bad Faith	Texas Civil Appeals Reports
Corporate Counsel's Guide to White Collar Crime	MA Laws Annotated Quarterly Updated Service	Trade Secrets Law
Engineering Evidence	Materials on Antitrust Compliance	Trial Communication Skills
Federal Carriers Reporter	Michie on Banks and Banking	Trial Error and Misconduct
Federal Criminal Appeals	Michigan Civil Practice Forms	Trial Evidence Foundations
Federal Criminal Trials	Michigan Litigation Forms & Analysis	Trial Handbook
Federal Local Court Forms	Michigan Pleading and Practice	Trials and Deliberations Inside the Jury Room
Federal Reporter	Missouri Circuit Court (Local) Rules	U.S. Reports (microfiche)
Federal Rules of Evidence Digest	Model Business Corporation Act	U.S. Tax Reporter
Federal Rules of Evidence Manual	Motions in Federal Court	Valuation and Distribution of Marital Property
Federal Rules of Evidence Service	MS Advance Legislative Service	Valuing Professional Practices
Federal Supplement	Neurolaw: Brain and Spinal Cord Injury Cases	Virginia Jury Instructions
Federal Tax Manual	Ohio Circuit Decisions (microfiche)	Waters and Water Rights
1st Amendment Law Handbook	Ohio Reports (microfiche)	Weinstein's Federal Evidence
Foreign Commerce and Antitrust Laws	Ordinance Law Annotations	West Virginia Criminal & Traffic Law Manual
Guide to Real Estate Taxation	Patent Law Handbook	West's Bankruptcy Reporter
Habeas Corpus Checklists	Pattern Discovery: Motor Vehicles	WG&L Tax Journal Digest
Handling Misdemeanor Cases	Perle & Williams on Publishing Law	WGL Federal Tax Valuation
Hospital Liability	Personal Injury Verdict Reviews	Whartons' Criminal Evidence
	Plea Bargaining	Wharton's Criminal Law, 15th ed.
	Premises Liability	Wharton's Criminal Procedure
	Prisoners and the Law	
	Professional Responsibility of the	

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Stark County Law Library Association
110 Central Plaza South, Suite 401
Canton, OH 44702

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3. In the host address line, enter: sirsi.starklawlibrary.org
4. In the "connect using" box, choose TCP/IP
5. At the login prompt type "public" and at the password prompt type "public"
6. The program will then load, and this may take 1 - 2 minutes
7. Choose (1) Library Catalog
8. Follow the on-screen instructions to search for books by author, title or subject
9. To exit, choose "end" and "yes" to end the workstation session

Stark County Law Library

Association

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